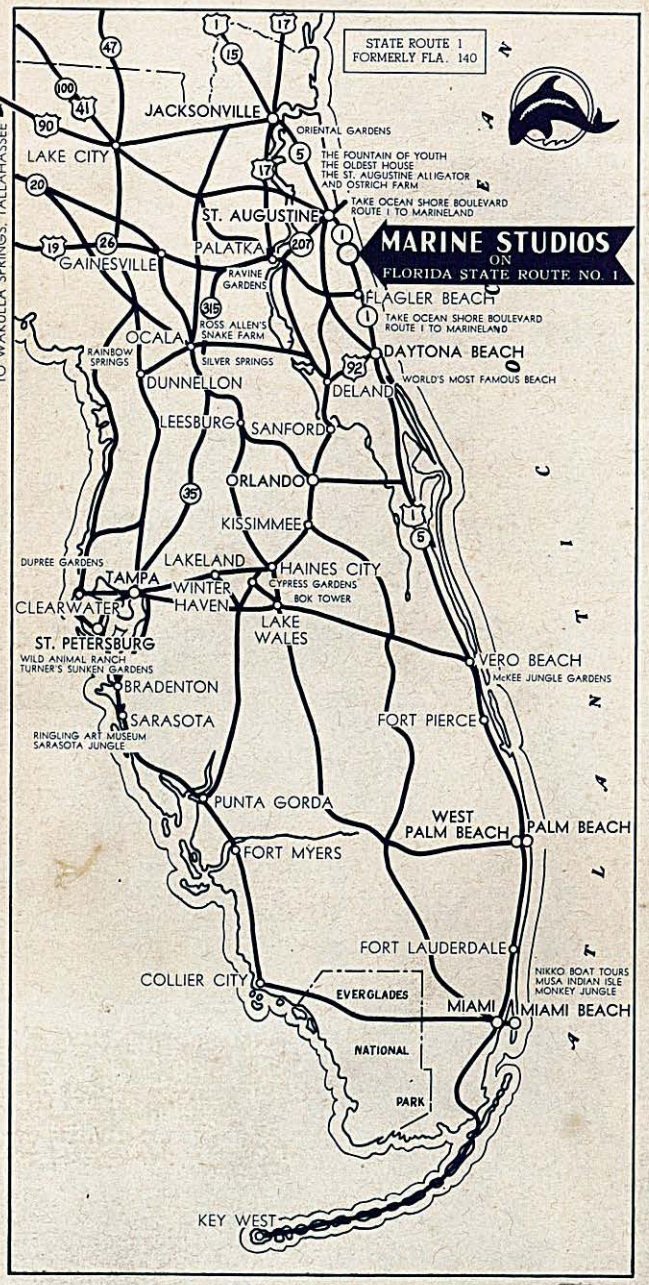


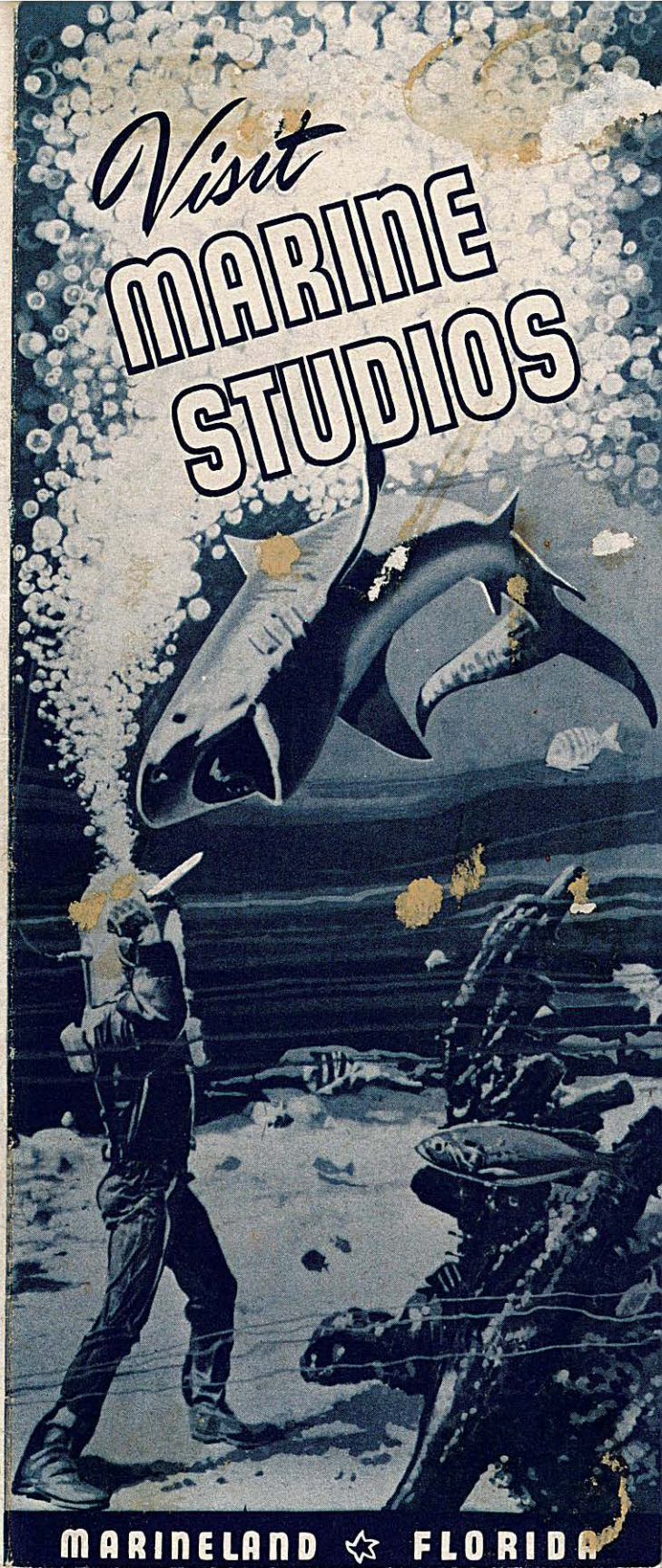

Marine Studios, the world's only oceanarium, is located at Marineland on the New Ocean Shore Boulevard (Florida State Route No. 1) eighteen miles south of St. Augustine and thirty-five miles north of Daytona Beach.

The New Ocean Shore Boulevard is the short, scenic route between these famous Florida cities and the direct route to Miami going south and Jacksonville going north.

If in doubt, ask at your nearest gasoline service station for the most direct way to Florida State Route No. 1 and Marineland.

1947

# Visit MARINE STUDIOS



MARINELAND ☆ FLORIDA

Air View of Marine Studios.

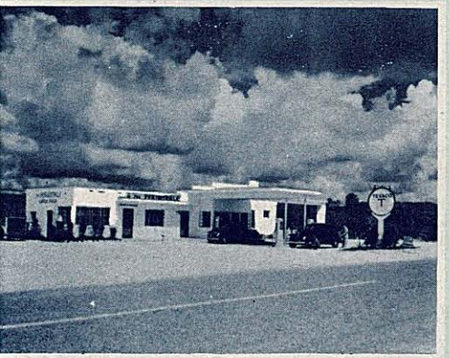
# Marine Studios

presents the most amazing display of live marine life ever assembled! In these giant oceanariums, the mysterious, colorful undersea world can be viewed through more than 200 portholes living under conditions comparable to that of the open sea! A seven ton coral reef with sea fans, rock grottoes and caves creates natural protection for the small fish and are startlingly beautiful in color and shape. Action is continuous with feeding time every morning and afternoon when the porpoises and fish are fed by hand as the climax of excitement in the oceanarium—porpoises jump from the water to snatch food from the attendant's hand; sharks move ominously over the reef and even the small coral fish fight each other for their diet of shrimp and crab! Marine Studios, whose reputation has spread around the world, is a national institution combining recreational appeal with sound scientific and educational value. It provides an opportunity for everyone to observe the ocean floor populated by its many weird inhabitants. The oceanarium, open daily from 8:30 a. m. until sunset, is ideal for the amateur photographer interested in securing unique "still" and amateur motion pictures of under water scenes. For the first time, you can see and photograph the mysterious and dramatic life of the undersea world!

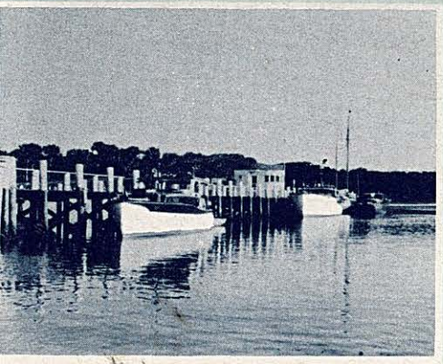
Architectural Beauty.

# MARINELAND ★ *Florida's Newest Vacationland!*

The Marineland Novelty Gift Shop.



Periwinkle Grill and Roadside Service Station.



The Marineland Yacht Dock and Turning Basin.

Marineland, extending a mile on the Atlantic Ocean front, was constructed at a cost of more than one million dollars. It is a complete community. . . . Florida's newest vacationland! Here sunshine and surf blend for carefree hours. Relax on the soft sands of Marineland Beach and bathe in the tangy waters of the blue Atlantic . . . linger over cocktails on the Moon Terrace of the Penguin Bar. After zestful hours of exploration enjoy the thrill of dining at the Dolphin . . . and quiet, restful sleep at Marine Village Court! All this is yours . . . most inexpensively.

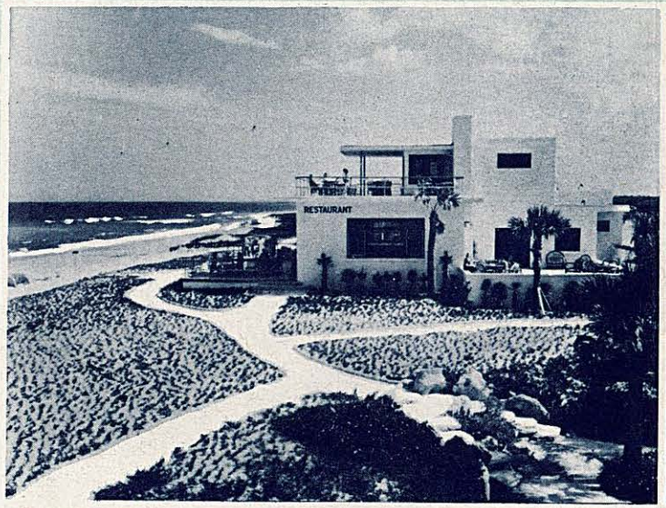
Marineland is serviced by bus, post office, telephone and telegraphic facilities.

*See Your Travel Agent*

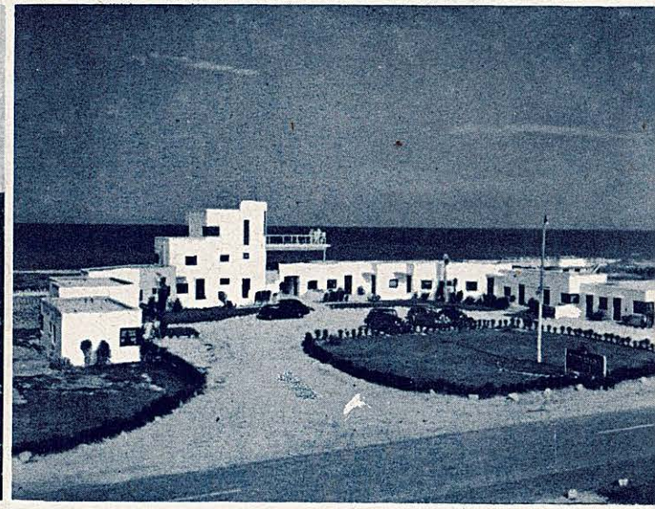
for complete information

The Marineland Fruit Shop.

For Surf and Sun . . . Marineland Beach.



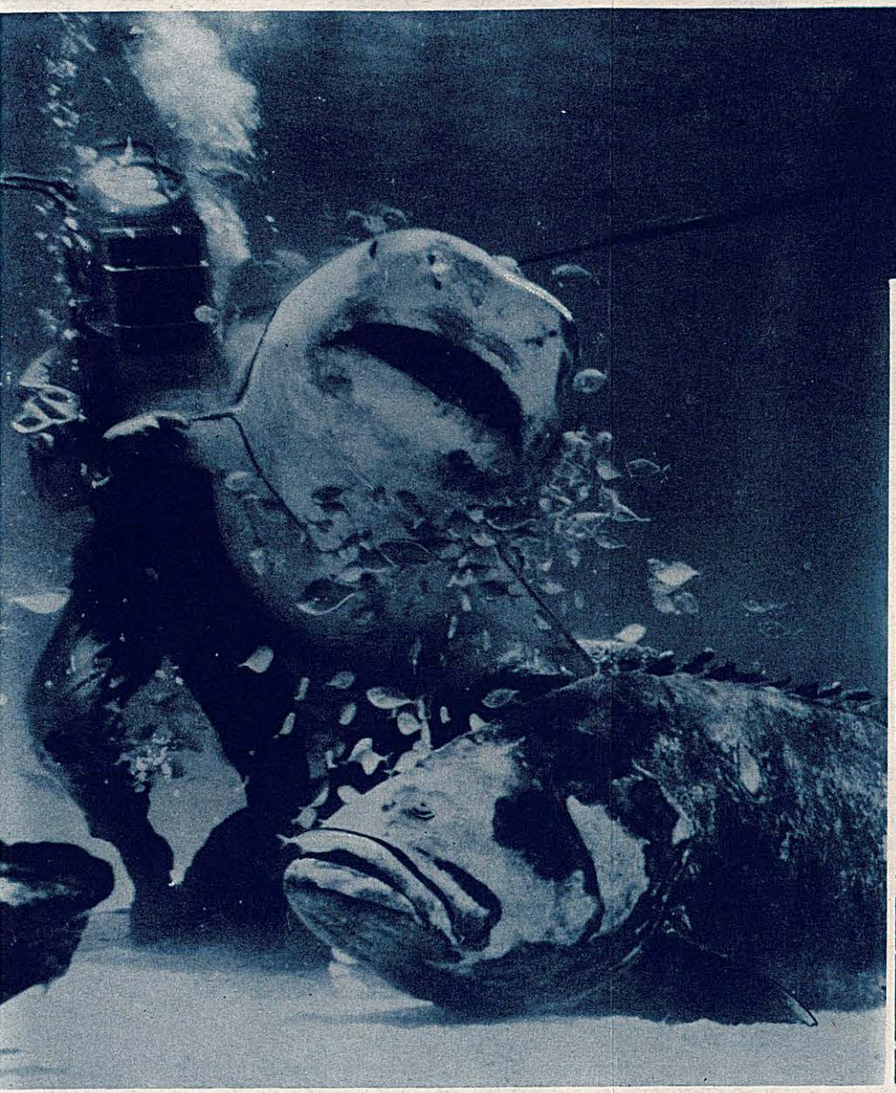

One of the most famous cuisines on the East Coast. The Dolphin Restaurant and Penguin Bar.



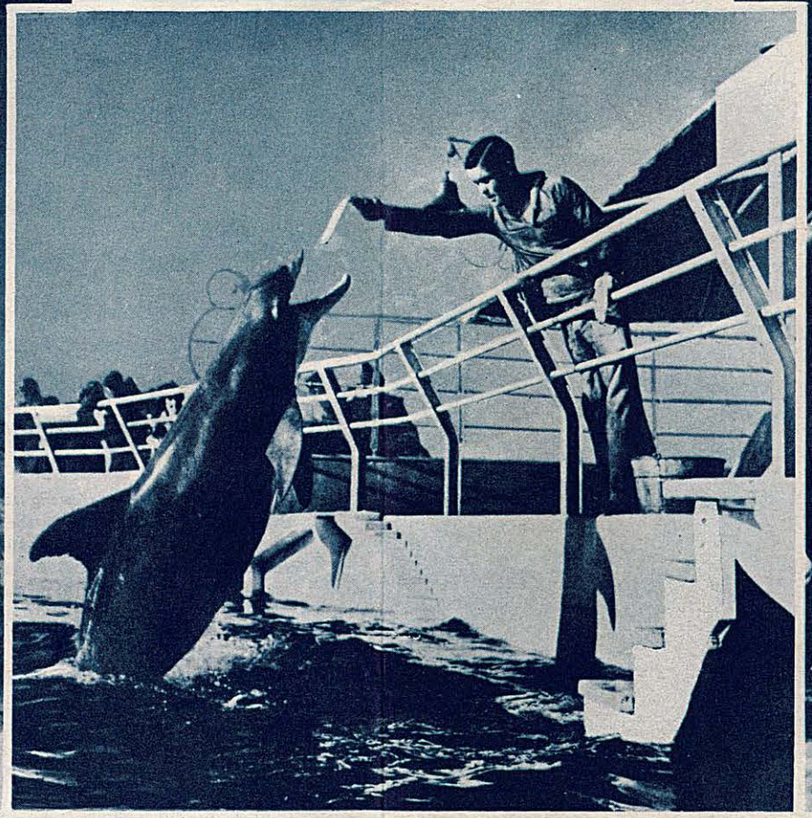
Directly on the Ocean Shore Boulevard, yet only a few yards from the surf, is the popular Marine Village Court.

# MARINE STUDIOS

## *World's Only Oceanarium*



Giant sharks become partially asphyxiated upon capture and here is shown a Marine Studios diver "walking" a twelve foot tiger of the sea. As soon as the vicious fish recovers he will be as active as ever.

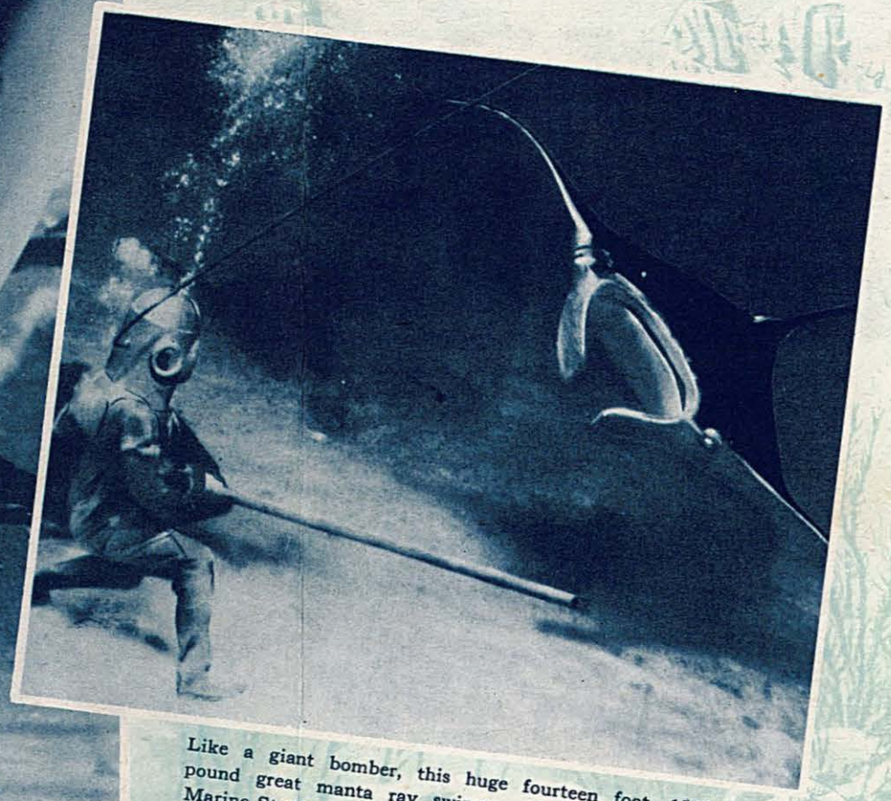


Scenes like this are duplicated every morning and afternoon at feeding time. The porpoises at Marine Studios are the only ones in captivity.

The porpoises at Marine Studios have endeared themselves to thousands of visitors by their continual playful antics in the huge oceanarium. The diver is shown enticing a 250 pound porpoise over for an underwater photographic sequence for the benefit of newsreel cameramen.

Through more than 200 portholes placed at strategic levels the visitor to Marine Studios can observe and photograph a colorful, undersea parade under conditions duplicated nowhere else in the entire world.

Divers at Marine Studios have the world's most unusual job. This sub-sea dietician sees to it that each specimen gets its share of the food offered.



Like a giant bomber, this huge fourteen foot, 1500 pound great manta ray swims perilously close to a Marine Studios staff diver.